GOVERNMENT OF INDIA
AYURVEDA,YOGA & NATUROPATHY,UNANI,SIDDHA AND HOMEOPATHY (AYUSH)
LOK SABHA

UNSTARRED QUESTION NO:964
ANSWERED ON:22.07.2016
Setting up of Mass Media Offices
Antony Shri Anto

Will the Minister of AYURVEDA,YOGA & NATUROPATHY,UNANI,SIDDHA AND HOMEOPATHY (AYUSH) be pleased to state:

Will the Minister of AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH) be pleased to state:

(a) whether the Union Government has received any representations from the Government of Kerala seeking financial assistance for setting up mass media offices in each district of the State in connection with AYUSH Integrated Hospital Research and Development for promoting AYUSH;

(b) if so, the details thereof; and

(c) the steps being taken by the Union Government thereon?

Answer

ANSWER
THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYURVEDA,
YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY
(SHRI SHRIPAD YESSO NAIK)
(a) to (c): No such representations have been received from the Government of Kerala. However, under Centrally Sponsored Scheme of National AYUSH Mission (NAM), Rs. 20.00 lakhs has been approved during 2016-17 for Behaviour Change Communication (BCC)/Information Education and Communication (IEC) which includes Public awareness programme through Doordarshan/AIR and other print/audio/visual media for promoting AYUSH.